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# ZERO WASTE SONOMA WORK PLAN PROGRAM PROGRESS REPORT

REPORTING PERIOD JULY 1, 2021 - JUNE 30, 2022

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## ORGANICS COST CENTER

JUSTIFICATION:	MANDATED- Starting in the year 2021, required by CA State Legislation Short-lived Climate Pollutants SB 1383
FUNDING:	Organics Cost Center
DURATION:	Ongoing
DESCRIPTION:	Each jurisdiction has an annual procurement target, calculated based on population. Jurisdictions must procure organic waste products such as compost and mulch to use or giveaway. Alternatively, jurisdictions may comply through direct service providers, who procure compost and mulch on behalf of the jurisdictions.

## COMPOST GIVEAWAYS

REPORTING PERIOD JULY 1, 2021 TO JUNE 30, 2022

As part of the organics processing contracts with Cold Creek Compost, WM Redwood, and Napa Recycling, Zero Waste Sonoma has access to a compost allotment of 1700 cubic yards every calendar year. With significant assistance from community volunteers, jurisdictions' staff, and organizational partners such as Daily Acts, Farm to Pantry, Zero FoodPrint, and the Gold Ridge and Sonoma Resource Conservation Districts, staff was able to give away 761 cubic yards of compost within the reporting period.

Most events were open to the public, and residents were encouraged to bring their own shovels and buckets to pick up compost. Staff received overwhelmingly positive reception of these events. The giveaways highlighted in peach indicate compost given to schools and organizations serving the community.

In addition, staff organized a compost facility tour at the WM Redwood facility concurrent with a compost giveaway event on 7/30/2022, attracting a total of 55 participants.



## COMPOST GIVEAWAYS

CITY	DATE	EVENT	COMPOST AMOUNT (CUBIC YARDS)
Healdsburg	11/15/21	Farm to Fight Hunger	24
	3/15/22	Farm to Pantry	24
	4/1/22	Farm to Fight Hunger	48
	5/4/22	Community Center, 1557 Healdsburg Ave	48
Petaluma	4/23/22	Petaluma Bounty	40
	7/30/22	WM Redwood Facility, 8950 Redwood Hwy	17
Unincorporated	3/10/22	5299 Hall Rd	40
	4/24/22	Fort Ross School, 30600 Seaview Rd, Cazadero	40
	5/19/22	Dunbar Elementary, 11700 Dunbar Rd, Glen Ellen	20
Santa Rosa	3/27/22	A Place to Play	40
	4/5/22	South Park Community Garden	20
	5/23/22	Larkfield Community Garden	40
Sebastopol	3/12/22	425 Morris Street Sebastopol - Behind Youth Annex	80
	4/24/22	425 Morris Street Sebastopol - Behind Youth Annex	40
Sonoma	3/20/22	Sonoma Garden Park	20
	3/20/22	Sonoma Larson Park	20
	4/16/22	Sonoma Larson Park	20
	4/22/22	Sonoma Garden Park	30
	4/22/22	Orchard Ave	30
Windsor	2/5/22	Keiser Park, 700 Windsor River Rd	48
	4/9/22	Keiser Park, 700 Windsor River Rd	96
TOTAL		21	761

The giveaways highlighted in peach indicate compost given to schools and organizations serving the community.



## ORGANICS COST CENTER

**JUSTIFICATION:** MANDATED - Required by State Legislation, SB 1383. Under state law, local jurisdictions are responsible for providing outreach, education, monitoring for compliance, and reporting to CalRecycle.

**WHO WORKS:** Staff

**FUNDING:** Organics Cost Center

**DURATION:** Ongoing

**DESCRIPTION:** Commencing January 1, 2022, all commercial entities must subscribe to regular organics collection service in addition to recycling and garbage. Generators may apply for a waiver from the recycling and/or organics collection requirements if they produce minimal organic waste (de minimis) or have a demonstrable space constraint. In addition, certain generators are identified as Tier I and II Commercial Edible Food Generators (e.g., supermarkets, grocery stores, food distributors, schools, restaurants >5000 sq. ft.) and must donate excess food to feed people.



## SHORT-LIVED CLIMATE POLLUTANTS (SLCP) SB 1383

REPORTING PERIOD JULY 1, 2021 TO JUNE 30, 2022


Staff sent targeted mailings to all affected commercial generators using addresses provided by local franchised hauling companies (Recology Sonoma Marin, Sonoma County Resource Recovery, and Sonoma Garbage Collectors). The letters notified generators about the law which went into effect Jan 1, 2022, and included instructions for how to comply. Those identified as Tier I and II Commercial Edible Food Generators under SB 1383 received letters with additional information on how to comply with food donation/recovery requirements.

### SB 1383 OUTREACH LETTERS

JURISDICTION	# LETTERS SENT	# TIER I AND II GENERATORS
Cloverdale	150	7
Cotati	259	4
Healdsburg	453	32
Petaluma	1,071	78
Rohnert Park	668	30
Santa Rosa	2,846	168
Sebastopol	304	18
Sonoma	108	47
Unincorporated	2,451	34
Windsor	251	20
<b>TOTAL</b>	<b>8,561</b>	<b>438</b>

## SB 1383 COMPLIANCE AS OF 4/19/22

JURISDICTION	% COMPLIANCE
Cloverdale (CLO)	73%
Cotati (COT)	86%
Healdsburg (HEA)	80%
Petaluma (PET)	68%
Rohnert Park (ROH)	75%
Santa Rosa (SRF)	73%
Sebastopol (SEB)	80%
Sonoma (SON)	100%
Unincorporated (SoCo)	77%
Windsor (WIN)	63%



**ZERO WASTE SONOMA**


### CALIFORNIA SB 1383


— Short-lived Climate Pollutants —

NEW REGULATIONS TAKE EFFECT ON JANUARY 1, 2022, AND ESTABLISH STATEWIDE GREENHOUSE GAS EMISSION REDUCTION GOALS:

- By 2025, reduce the amount of organic material disposed in landfills by 75% from the 2014 level.
- By 2025, no less than 20% of edible food currently disposed in landfills must also be recovered for human consumption.

SB 1383 is the most aggressive waste reduction law to be adopted in California for the past 30 years. The law will affect almost everyone, and unlike previous laws, jurisdictions may issue penalties for non-compliance. A summary of requirements is provided in this guide, and free educational resources and assistance are available to help you achieve compliance.

GUIDE TO CALIFORNIA SB 1383  [WWW.ZEROWASTESONOMA.GOV](http://WWW.ZEROWASTESONOMA.GOV)



**FREE VIRTUAL COMPOSTING WORKSHOP**

UC MASTER GARDENER PROGRAM OF SONOMA COUNTY

VIRTUAL WORKSHOP: COMPOSTING MAY 5, 2020

JENNIFER ROBERTS

## RECORDED HOME COMPOSTING WORKSHOPS

Due to the pandemic, the ZWS budget was reduced, and the contract with the UC Cooperative Extension (UCCE) for home composting workshops was not renewed. However, the last few composting workshops were conducted virtually, and the recordings in English and Spanish are available on the website as an evergreen resource. In addition, the trifold pamphlets "Hints for Composting" and "Putting Worms to Work" were updated with help from the UCCE and are also available online.

<https://zerowastesonoma.gov/home-composting>



## EDUCATION COST CENTER

**JUSTIFICATION:** MANDATED - Required by State Legislation, AB 341. Under state law, local jurisdictions are responsible for providing outreach, education, monitoring, and reporting to CalRecycle.  
BOARD DIRECTED- City/County Payment Program (Grant funded)"

**WHO WORKS:** Staff

**FUNDING:** Education Cost Center and CalRecycle grant funded

**DURATION:** Ongoing

**DESCRIPTION:** As of July 1, 2012, AB 341 Applies to establishments producing 4 cubic yards or more of commercial solid waste per week and multifamily dwellings of 5 units or more. CalRecycle's City County Payment Program allows ZWS to administer grant funds aimed to increase beverage container recycling in member jurisdictions.

## MANDATORY COMMERCIAL RECYCLING (MCR) AB 341 AND BEVERAGE CONTAINER RECYCLING

REPORTING PERIOD JULY 1, 2021 TO JUNE 30, 2022

Activities in this reporting period included soliciting requests from jurisdictions and public agencies for new water refill station infrastructure. These stations encourage the public to reuse and refill their existing water bottles, rather than purchase single-use containers, leading to decreased demand for plastic, reduced litter from single-use packaging, and less waste.

In addition, indoor and outdoor recycle bins are available on an ongoing basis to businesses, schools, multifamily dwellings, and government.

The City/County Payment Program continues to be implemented by ZWS staff to fund products and services related to beverage container recycling and litter abatement. Allotted grant funds were full expended in FY 19-20, and are on track to be fully expended in the current grant cycle.



### CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE FY 21/22

TYPE OF EXPENDITURE	DOLLAR AMOUNT	% OF TOTAL
WATER REFILL STATIONS	\$68,603.84	90.5%
STAFFING/TRAINING	\$7,231.71	9.5%
TOTAL	\$75,835.55	100%

#### AB 341 COMPLIANCE AS OF APRIL 2022

JURISDICTION	COMPLIANT COMMERCIAL ACCOUNTS	COMPLIANT MULTI-FAMILY DWELLINGS
Cloverdale	89%	90%
Cotati	90%	97%
Healdsburg	91%	100%
Petaluma	92%	94%
Rohnert Park	88%	92%
Santa Rosa	93%	98%
Sebastopol	93%	86%
Sonoma	96%	96%
Unincorporated	91%	90%
Windsor	95%	95%

#### CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE 19/20

TYPE OF EXPENDITURE	DOLLAR AMOUNT	% OF TOTAL
Water Refill Stations	\$12,299.77	9.0%
Litter Clean-up Supplies	\$4,545.30	3.3%
Elementary School Education	\$39,800.00	29.0%
Staff & Trainings	\$7,781.15	5.7%
Public Parks / Recreational Areas	\$72,745.78	53%
TOTAL	\$137,172.00	100%



#### RESULTS HIGHLIGHTS

Approximately \$75,835.55 in CalRecycle City/County Annual Payment grant funding spent. Grant Cycle 20-21/FY 21-22

\$137,172 CalRecycle City/County Payment Program grant funding spent. Grant Cycle 19-20/FYs 20-22

## EDUCATION COST CENTER

**JUSTIFICATION:** MANDATED – JPA Provide recycling information in Spanish (Section 4.7.3.4 of the ColWMP).

**WHO WORKS:** Contractor (Soluna Outreach Services)

**FUNDING:** Education Cost Center and CalRecycle Used Oil Payment Program (OPP)

**DURATION:** Ongoing annual contract (July 1, 2021 - June 30, 2022)

**DESCRIPTION:** Soluna Outreach Services uses a multi-media advertising approach including radio advertising and person-to-person outreach at events.

## SPANISH LANGUAGE OUTREACH

REPORTING PERIOD JULY 1, 2021 TO JUNE 30, 2022

Activities in this reporting period included participation in bilingual outreach, Spanish business visits, outreach to community groups (Head Start/Early Start Community Action Partnership and Pasitos Parents Program), and Spanish radio programming (KBBF, Radio Lazer/La Mejor).

Note that bilingual outreach supports other ZWS programs (Used Motor Oil/Filter Recycling Outreach and general outreach).

### TARGETED SPANISH EVENTS AND MEETINGS

EVENT NAME	# EVENT DAYS	NOTES
Various Farmer's Markets	14	Various jurisdictions
Pasitos Parents Program	17	Soluna Outreach Services conducts presentations about recycling, conservation, and environmental health to parents that participate in these three programs.
Other Events (Lilliput Families, Día de los Muertos, binational health fairs, cultural events, and safety fairs)	118	
<b>TOTAL</b>	<b>149</b>	





#### SPANISH LANGUAGE RADIO INTERVIEWS

RADIO	# INTERVIEWS
KBBF 89.1 FM Nuestra Tierra Radio Program (15-minute segment live interviews)	50 segment interviews
Radio Lazer 107.1FM / La Mejor 104.1FM Que Sucede en la Comunidad (15 and 30-minute pre-recorded interviews)	4 interviews
Radio Lazer 107.1FM / La Mejor 104.1FM Que Sucede en la Comunidad (15 and 30-minute pre-recorded interviews)	9 live interviews
TOTAL	63

#### RESULTS HIGHLIGHTS

149 targeted Spanish events and meetings conducted

63 Spanish language radio interviews conducted airing on KBBF, Radio Lazer, and La Mejor

## EDUCATION COST CENTER

JUSTIFICATION: MANDATED – JPA Communicate recycling information using the web (Section 4.7.2.3 of the ColWMP).

WHO WORKS: Staff and Contractor (The Engine is Red)

FUNDING: Education Cost Center

DURATION: Ongoing

## WEBSITE ZEROWASTESONOMA.GOV

REPORTING PERIOD JULY 1, 2021 TO JUNE 30, 2022

The zerowastesonoma.gov website has been a valuable tool for us to keep the community aware of events, protocols, and updates during the COVID-19 shutdowns.

Website usage tallies were generated by Google Analytics.

### TOP TOPICS

PAGE	7/1/21-6/30/22 VISITS
Home page	38,025
E-Waste disposal page	28,410
Materials page	14,505
Household Hazardous Waste Facility page	27,702
Disposal Site Fee Schedules	24,596



### WEBSITE ZEROWASTESONOMA.GOV ENHANCEMENTS INCLUDE:

COMPATIBLE WITH MOBILE DEVICES AND TABLETS

MAPPING OF REUSE AND RECYCLING DROP-OFF LOCATIONS

CALENDAR OF EVENTS, MEETINGS, AND WORKSHOPS

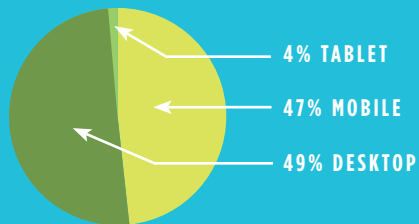
### # OF ZEROWASTESONOMA.GOV VISITORS PER JURISDICTION

JURISDICTION	7/1/21-6/30/22	7/1/20-6/30/21	TOTAL
Santa Rosa	29,700	30,362	60,062
Petaluma	11,501	11,301	22,802
Windsor	10,180	7,459	17,639
Sebastopol	8,362	7,170	15,532
Rohnert Park	7,020	4,784	11,804
Sonoma	4,041	5,656	9,697
Unincorporated	369	319	688
Healdsburg	1,795	2,657	4,452
Cotati	801	692	1,493
Cloverdale	1,983	2,021	4,004
<b>TOTAL</b>	<b>124,687</b>	<b>116,049</b>	<b>240,736</b>

### WEBSITE USAGE

	7/1/21-6/30/22	7/1/20-6/30/21	TOTAL
Total number of visitors	124,687	116,049	240,736
New Visitors	123,554	114,955	238,509
Sessions	176,873	166,511	343,384
# Sessions per visitor	1.42	1.43	
Page views	437,158	447,929	885,087
Pages/session	2.47	2.69	
Returning visitors	25,809	25,995	51,804
Average Session (mins)	1:46	1:58	
Bounce rate	59%	57%	

### OVERALL DEVICE USERS FY 21-22



### RESULTS HIGHLIGHTS

135,654 visitors overall; 87,231 visitors within Sonoma County.

The most website visitors reside in Santa Rosa, San Francisco, and Petaluma, respectively.

San Francisco (13,749 users), San Jose (4,919 users), Ashburn (3,640 users), and Los Angeles (3,431 users) were in the top ten cities of users FY 21-22.

Top out-of-state users were based in Seattle (681), New York (498), and Annapolis (283).

## CALENDAR

Events are free for all Sonoma County residents to attend unless otherwise specified.

Calendar List

EVENT TYPES

◀ MAY 2022 ▶  
Go to Today

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4



The zerowastesonoma.gov website is translated into 13 languages, for easy access to our constituents.

Website translation tallies were generated by ConveyThis, the translation platform.

## WEBSITE TRANSLATION RATES

LANGUAGE	# VIEWS OF WEB TRANSLATIONS
Spanish	97
Vietnamese	2
French	4
Tagalog	2
Amharic	1
Chinese (Sim)	1
Swahili	1
Thai	1
<b>TOTAL</b>	<b>109</b>



# ZERO WASTE GUIDE (ENGLISH AND SPANISH)

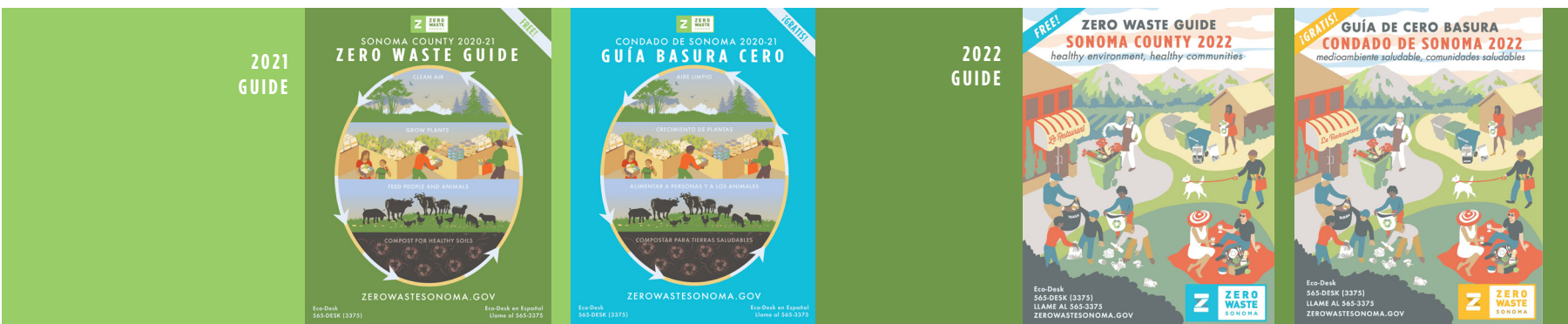
REPORTING PERIOD JULY 1, 2021 TO JUNE 30, 2022

The 24-page 2022 Guide theme was Healthy Environment, Healthy Community and the 2021 Guide theme was Compost for the Environment. The printed version of the guides were distributed at outreach events and to interested parties (e.g., libraries, city and county offices, multi-family complexes, and businesses). An electronic version of the Guide was posted on the [zerowastesonoma.gov](http://zerowastesonoma.gov) website.

In 2022, the Recycle Guide was organized by program, including a section for Zero Waste lifestyle:

- Zero Waste Lifestyle
- What's New in Waste
- Mandatory Business Recycling and Composting
- Composting
- Curbside Reminders
- Drop-off Recycling
- Curbside Services
- Visiting Disposal Sites
- Construction and Demolition
- Household Hazardous Waste (HHW) Disposal
- Used Motor Oil and Filter Recycling
- Batteries, household
- Electronic waste
- Fluorescents
- Medicines and syringes
- Where does it go? Think again

JUSTIFICATION:	MANDATED – JPA Provide recycling information to all County residents and businesses (Section 4.7.2.1 of the ColWMP) BOARD DIRECTED (Spanish Guide)
WHO WORKS:	Staff and Contractor (Soluna Outreach Services)
FUNDING:	Education Cost Center
DURATION:	Ongoing
DESCRIPTION:	The annual Zero Waste Guide (English and Spanish versions) is a comprehensive resource for recycling, reuse, and hazardous waste disposal options in Sonoma County.





## EDUCATION COST CENTER

**JUSTIFICATION:** MANDATED – JPA Provide recycling information by phone to all County residents and businesses (Section 4.7.2.2 of the CoIWMP)

**WHO WORKS:** Staff and Contractor (Soluna Outreach Services for Spanish language)

**FUNDING:** Education Cost Center

**DURATION:** Ongoing

**DESCRIPTION:** Daily telephone and email response to questions from the public on recycling, disposal, and household hazardous waste.

The English language Eco-Desk is comprised of pre-recorded information for Household Hazardous Waste, Recycle Guide, Motor oil and filter recycling. Callers are also given the option to talk to a live person. Website inquiries are also logged in the Eco-Desk database.

### QUESTION CATEGORIES

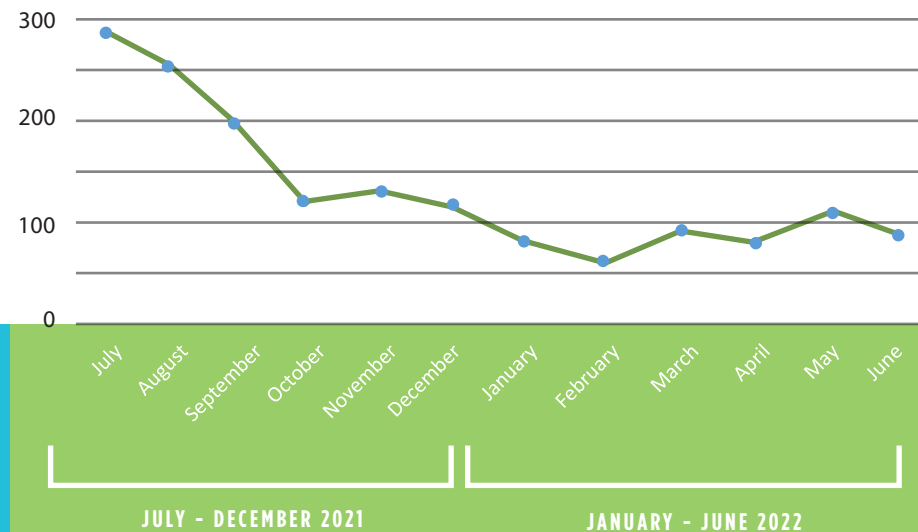
	# ENGLISH CALLS
E WASTE	134
HHW MISC	133
RECYCLING MISC	168
HAULER QUESTION	73
MOTOR OIL & FILTERS	40
PAINT	42
RESIDENTIAL COMPOSTING	37
TREATED WOOD	22
<b>TOTAL</b>	<b>1,616</b>

## ECO-DESK (ENGLISH AND SPANISH)

REPORTING PERIOD JULY 1, 2021 TO JUNE 30, 2022

Callers are given the option to speak to a ZWS staff member directly after listening to pre-recorded information, or to leave a message.

### ENGLISH ECO-DESK CALLS PER MONTH



**1,616 ENGLISH CALLS IN FY 21-22**

## NUMBER OF ECO-DESK CALLS HISTORICALLY BY CALENDAR YEAR

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	JAN-JUNE 2022
Number of English Calls	1,585	1,759	2,149	1,712	1,307	1,216	1,998	1,426	2,263	1,001	1,674	2,959	856
Number of Spanish Calls	150	105	104	83	49	30	20	47	19	41	25	39	18

### CALLS BY JURISDICTION ENGLISH JULY 1, 2021 - JUNE 30, 2022

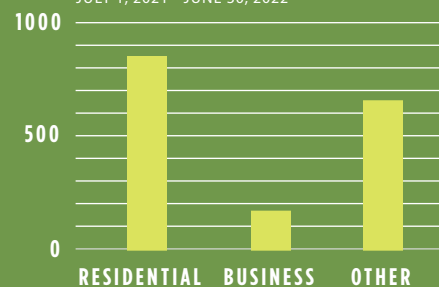
JURISDICTION	# ENGLISH CALLS
Unknown or out-of-county (includes website inquiries)	1,389
Santa Rosa	67
Unincorporated	9
Petaluma	31
Sebastopol	12
Windsor	57
Sonoma	20
Healdsburg	11
Rohnert Park	10
Cloverdale	6
Cotati	4
<b>TOTAL</b>	<b>1,616</b>

### TOPIC ENGLISH JULY 1, 2021 - JUNE 30, 2022

JURISDICTION	# ENGLISH CALLS
Hang up	525
Recycling	168
HHW	133
Disposal	53
Hauler billing or service	73
Other	513
Composting	50
Motor oil and filters	40
Mattresses	43
Ordinance	18
<b>TOTAL</b>	<b>1,616</b>

### ENGLISH ECO-DESK CALL TYPE

JULY 1, 2021 - JUNE 30, 2022



### RESULTS HIGHLIGHTS

1,616 English language Eco-Desk calls were answered in FY 21-22.

English Eco-Desk call volume increased by 76% from 2020 to 2021.

Spanish Eco-Desk call volume increased by 56% from 2020 to 2021.

The most frequently asked questions related to recycling and household hazardous waste disposal.

Santa Rosa and Windsor generated the most inquiries.

## EDUCATION COST CENTER

JUSTIFICATION:	MANDATED – JPA (Section 4.7.2.9 of the ColWMP)
WHO WORKS:	Staff and Contractor (Soluna Outreach Services for Spanish language and UCCE for Home Composting)
FUNDING:	Education Cost Center
DURATION:	Ongoing
DESCRIPTION:	Participation in events provides an opportunity to reach people at their convenience.

## FAIRS

REPORTING PERIOD JULY 1, 2021 TO JUNE 30, 2022

ZWS participated in one-day and multiple-day outreach events, in both English and Spanish languages. For multi-day events such as the Cloverdale Citrus Fair, Sonoma Marin Fair, and the Sonoma County Fair, the exhibit theme was Choose to Reuse.

This year we sold, donated, or gave away the remaining promotional items purchased before COVID-19 in order to start fresh with merchandise next year.



### SAMPLING OF EVENTS

- Bodega Bay Farmer's Market
- Cloverdale Car Festival
- Cloverdale Citrus Fair
- Dia De Los Muertos at Cloverdale Plaza
- El Mercado Market at Roseland Village
- Father's Day Car Show
- Fix-It Clinic & Reuse Fair
- Forestville Farmer's Market
- Healdsburg Farmer's Market
- Kid's Day Parade in Cotati
- Occidental Farmer's Market
- Pasitos Program
- Peacetown Sebastopol
- Plastic Free July
- HeadStart Parent Presentation
- Reuse Coalition Meeting
- Santa Rosa Earth Day
- Korbel's Environmental, Health and Safety Fair
- The Water Smart Expo
- VegFest
- Windsor Farmer's Market
- Mattress Collection Event
- Household Hazardous Waste Events
- Santa Rosa Downtown Market
- Sonoma County Fair
- E-Waste Events
- DMV outreach
- Wednesday Night Markets

### EVENTS BY JURISDICTION

JURISDICTION	# EVENTS	# EVENT DAYS	# HOURS OUTREACH
Cloverdale	15	22	151
Cotati	5	5	19
Healdsburg	10	12	57
Petaluma	19	23	112
Rohnert Park	6	8	40
Santa Rosa	61	69	274
Sebastopol	7	9	34
Sonoma	12	16	57
Unincorporated	32	35	122
Windsor	8	10	30
TOTAL	175	209	896



### RESULTS HIGHLIGHTS

175 outreach/education events were completed.

209 outreach/education event days were completed.

896 outreach/education hours were completed.

## EDUCATION COST CENTER

JUSTIFICATION: BOARD DIRECTED  
WHO WORKS: Staff  
FUNDING: Education Cost Center  
DURATION: Ongoing  
DESCRIPTION: Manage online marketing options for ZWS topics using services such as Twitter, Facebook, NextDoor, LinkedIn, and Instagram.

## SOCIAL MEDIA ON-LINE MARKETING OUTREACH

REPORTING PERIOD JULY 1, 2021 TO JUNE 30, 2022

Activities in this reporting period included maintaining Facebook, Twitter, and Instagram social media accounts. In addition, ZWS partnered with the County of Sonoma Public Information Office to post on NextDoor for e-waste events.

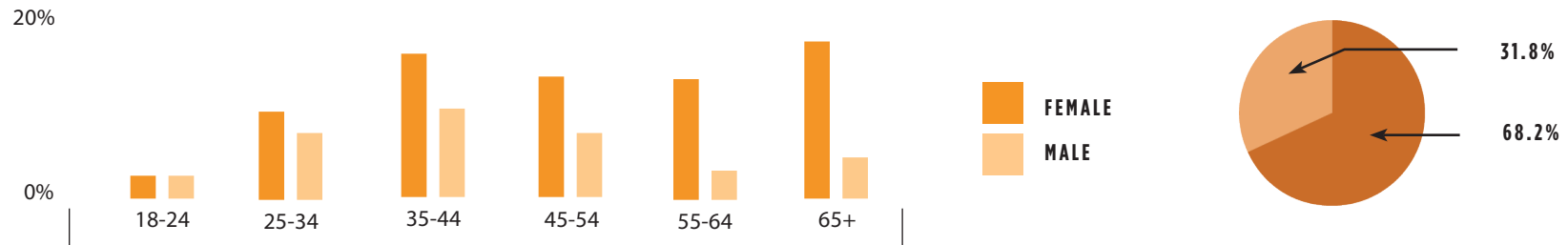
Facebook paid ads augmented paid print and radio advertising for e-waste, used motor oil/filter recycling, and HHW Collection Events.

Facebook Insights was used to provide analytical data.

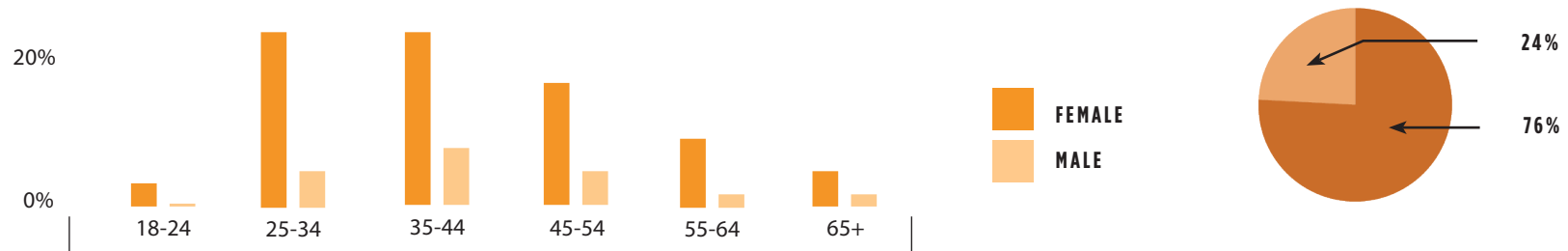




#### AGE & GENDER OF FACEBOOK FOLLOWERS



#### AGE & GENDER OF INSTAGRAM FOLLOWERS



#### RESULTS HIGHLIGHTS

ZWS has 3,861 Facebook followers.

ZWS has 467 Twitter followers.

ZWS has 1,259 Instagram followers.

## HHW COST CENTER

**JUSTIFICATION:** MANDATED – JPA Comply with regulations, contract administration/ oversight (Section 5.3 of the CoIWMP)

**WHO WORKS:** Staff and Contractor (Clean Harbors)

**FUNDING:** Household Hazardous Waste Cost Center

**DURATION:** Ongoing

**DESCRIPTION:** Manage contract for collection of hazardous waste from residents and VSQG (businesses) at the Household Hazardous Waste Facility (HHWF), HHW Collection Events, and HHW Rover Pickup Service. Provide education resources for the program as needed and coordinate with local organizations.

The ZWS education program supports advertising for residential and business opportunities for household hazardous waste collection.

## HOUSEHOLD HAZARDOUS WASTE (HHW) PROGRAM

REPORTING PERIOD JULY 1, 2021 TO JUNE 30, 2022

The HHW program is comprised of the permanent collection facility at Central Disposal site and related temporary events. The HazMobile, a partnership with Mendocino County, serves the unincorporated area in the North County.

In this reporting period, HHW programs were advertised in the annual Zero Waste Guide, waste hauler newsletters, and through social media postings.

The permanent HHW Facility also serves as a PaintCare collection site, saving ZWS money as program products delivered to the facility are recycled through the PaintCare Program with no cost to ZWS for disposal.



### HHW EVENTS INCLUDING HAZMOBILE EVENTS

JURISDICTION	# HHW AND HAZMOBILE EVENTS	PARTICIPANTS	AVERAGE PARTICIPANTS PER EVENT
Cloverdale	4	232	58
Cotati	2	73	37
Healdsburg	3	191	64
Petaluma	2	73	37
Rohnert Park	2	88	44
Santa Rosa	13	952	73
Sebastopol	3	163	54
Sonoma	3	171	57
Unincorporated	13 HHW Events 1 HazMobile	487 HHW Events 57 HazMobile	37 HHW Events 57 HazMobile
Windsor	4	272	87
TOTAL	50	2,759	55

### POUNDS OF WASTE COLLECTED PER PROGRAM

HHW PROGRAM	FACILITY (RESIDENTS)	FACILITY (VSQG)	EVENTS	ROVER	REUSE
Pounds Collected	1,195,693	25,345	139,537	25,432	112,251
				TOTAL	1,498,258

### PARTICIPANTS PER PROGRAM

HHW PROGRAM	FACILITY	VSQG	EVENTS	ROVER	REUSE
Participants FY 21/22	16,334	154	2,759	188	N/A
Participants FY 20/21	21,074	162	1,487	77	N/A
TOTAL	37,408	316	4,246	265	N/A



### RESULTS HIGHLIGHTS

50 HHW Collection Events and 1 HazMobile Event were held.

2,759 participants in HHW Collection and HazMobile Collection events with an average of 55 participants per event; participation in the HHW Collection dropped by 18.63% but material collected at events increased by 1.5%. Residential participation at the HHWF decreased from about 21,000 to 16,000 participants. This demonstrates the hard work by our HHWF team that they could accommodate the high participation during the initial COVID-19 response. Our participation numbers are now nearing a normal level.

1,498,258 pounds of HHW collected in FY 21-22; the PaintCare program has saved ZWS \$239,390.

## HHW COST CENTER

JUSTIFICATION:	BOARD DIRECTED
WHO WORKS:	Contractors (Soluna Outreach Services, Gigantic Idea Studio)
FUNDING:	Grant funded CalRecycle's Oil Payment Program (OPP)
DURATION:	Ongoing. Contractor agreement from July 1, 2017-June 30, 2023
DESCRIPTION:	This program includes a wide variety of efforts from reporting and auditing to collection and education. Funding is provided through the CalRecycle's Oil Payment Program (OPP). Actual projects vary year to year depending on State funding levels.

## MOTOR OIL AND FILTER RECYCLING

REPORTING PERIOD JULY 1, 2021 TO June 30, 2022

Quantities of motor oil and filter recycling is tallied for HHW programs, CalRecycle-certified collections centers (e.g., automotive suppliers/repair shops), non-certified collection centers, and waste hauler-operated curbside program.

In this reporting period, infrastructure and collateral created to support used motor oil/filter recycling included the following:

- Bilge pads for marinas
- Filter drainers, oil rags, and funnels for do-it-yourselfers
- List of Certified Collection Centers (updated for annual Recycle Guide)
- Storm drain markers

In addition, programs were advertised using a robust multifaceted bilingual education campaign.



## USED MOTOR OIL AND FILTER RECYCLING OUTREACH SUMMARY

TYPE OF OUTREACH	NOTES
DMV Outreach	20 education/outreach visits were conducted at DMV locations in Santa Rosa and Petaluma.
Home Delivery	Delivered oil filter drainers to 38 residents across Sonoma County.
Community presentations	17 Pasitos presentations were given in FY 21-22. <b>BILINGUAL PRESENTATIONS</b> HeadStart programs coordinated by Community Action Partnership Sonoma County. <b>BILINGUAL PRESENTATIONS</b> These presentations were directed to the parents that participate in these programs. Both programs attract different groups of parents every year.
Media Outreach	"Que Sucede?" ("What's Happening?") and "Comunidad en Vivo," both Spanish language radio programs produced and aired on KSRT Radio Lazer and KJOR La Major. Nuestra Tierra (Our Earth) that airs live in Spanish at KBBF Radio station in Santa Rosa.
Certified Collection Center Site Visits	Conducted site visits at 89 used oil CCCs and completed CalRecycle required site visit forms.
Labor Centers	On a monthly basis, provided used motor oil and filters recycling information to patrons of the Graton, Healdsburg, and Fulton Labor Centers.
Community Events	Conducted used motor oil and filter outreach at over 50 events. Events usually combined general ZWS topics. For a sampling of events, see page 17.
Riders Recycle Program	Direct outreach at the Cloverdale Car & Motorcycle Show, Z2 Track Day at Sonoma Raceway, and the Cloverdale Citrus Fair. 97% of residents surveyed said they recycle their motor oil.
ESL Outreach	Prepared used oil recycling classroom materials/lesson ("The Family Car") for adult English learners through the Santa Rosa Junior College non-credit ESL program.



### RESULTS HIGHLIGHTS

Certified collection centers (CCCs) saw a decrease of 8% in oil collection and a decrease of 33% in filter collection.

Non-certified collection centers saw a nearly 30% increase in collection of oil and a 90% increase in collection of filters.

Curbside collection of oil was down by 11%, but collection of filters curbside increased by nearly 300%.

Overall, oil and filter collection was down from the previous year, while the ratio of filters per gallon of oil received increased from 39% to 58%.



## HHW COST CENTER

JUSTIFICATION:	MANDATED - ColWMP/Section 5.4.1.8 Provide recycling information to all County residents
WHO WORKS:	Staff and Contractor (Conservation Corps North Bay, Mattress Recycling Council, and JD Advertising)
FUNDING:	HHW Cost Center
DURATION:	Monthly events contracted until December, 2022
DESCRIPTION:	This program accepts electronics that are defined as household hazardous waste. This program is subsidized by the State through the Electronics Recycling Act of 2003. State subsidy is based on pounds received for recycling. A contractor conducts electronic recycling events under contract with the ZWS. ZWS pays for site fees and coordinates advertising.

## E-WASTE (AND MATTRESS) RECYCLING EVENTS

REPORTING PERIOD JULY 1, 2021 TO JUNE 30, 2022

ZWS held two types of collection events, e-waste collection events and mattress collection events held in conjunction with e-waste events.

E-waste collection events have been operated by the Conservation Corps North Bay (CCNB) since 2016. Mattress collections held in conjunction with e-waste events are organized through a partnership with CCNB and the Mattress Recycling Council (MRC). MRC, a non-profit, is responsible for implementing California's mattress recycling law.

Programs are advertised through paid advertising, in the annual Zero Waste Guide, and through social media.



### FREE E-WASTE RECYCLING EVENT OAKMONT

August 13-14, 2022 • 9am-5pm  
OAKMONT COMMUNITY CENTER  
6637 OAKMONT DR, SANTA ROSA



ZERO  
WASTE  
SONOMA

CONSERVATION  
CORPS NORTH BAY  
A public utility



zerowastesonoma.gov

## POUNDS COLLECTED

JURISDICTION	POUNDS OF COVERED E-WASTE (TVS, LAPTOPS AND MONITORS)	POUNDS OF NON-COVERED E-WASTE
Cloverdale	8,601	12,612
Healdsburg	4,321	8,050
Petaluma	13,664	19,222
Rohnert Park	9,175	12,842
Santa Rosa	33,287	63,940
Sonoma	9,684	16,589
Unincorporated	10,695	18,522
Windsor	5,460	6,955
<b>TOTAL</b>	<b>94,887</b>	<b>140,210</b>

## ENGLISH RADIO PAID ADVERTISING

RADIO	# 60-SEC. ADS
KFGY	80
KVRV	82
KSRO	96
<b>TOTAL</b>	<b>280</b>

## ENGLISH NEWSPAPER PAID ADVERTISING

PRINT	# PAID ADS
Press Democrat	4
Sonoma Index Tribune	2
Northbay Bohemian	1
SoCo Times	3
<b>TOTAL</b>	<b>10</b>

## E-WASTE AND MATTRESS COLLECTION EVENTS

JURISDICTION	# E-WASTE EVENTS	# MATTRESS EVENTS	PARTICIPANTS AT E-WASTE EVENTS	# OF MATTRESSES COLLECTED
Cloverdale	2	2	449	167
Healdsburg	1	1	247	77
Petaluma	2	1	645	92
Rohnert Park	1	0	368	0
Santa Rosa (including Oakmont)	3 Santa Rosa 2 Oakmont	1 Santa Rosa 1 Oakmont	1,022 Santa Rosa 940 Oakmont	58 Santa Rosa 59 Oakmont
Sonoma	2	2	453	111
Unincorporated	2	2	494	119
Windsor	1	0	212	0
<b>TOTAL</b>	<b>16</b>	<b>10</b>	<b>4,830</b>	<b>683</b>



## RESULTS HIGHLIGHTS

4,830 participant donors participated in monthly ZWS and CCNB e-waste events.

94,887 pounds of Covered Electronic Waste (CEW) (TVs, laptops, and monitors) was collected.

140,210 pounds of miscellaneous e-waste was collected.

## HHW COST CENTER

JUSTIFICATION:	MANDATED - JPA Required by regulation, contract administration/oversight (Section 5.4.1.8 of the ColWMP)
WHO WORKS:	Staff and Contractor (Recology Sonoma Marin and Onsite Electronics)
FUNDING:	HHW Cost Center
DURATION:	Agreement for e-waste handling, transporting, and recycling expires in June 2023.
DESCRIPTION:	Transport and properly dispose of electronic wastes collected at all of the County-owned disposal sites.

## E-WASTE COLLECTION AT DISPOSAL SITES

REPORTING PERIOD OF CALENDAR YEAR 2021

E-waste collection is offered at all County Refuse Disposal Sites. A contract with Onsite Electronics provides for sorting, transportation, and recycling of electronic waste from these locations. The e-waste industry continues to experience fluctuations in accepted material and we continue to see reduced weight in material accepted due to a phasing out of heavy items such as cathode ray tube devices (CRTs).

### POUNDS OF E-WASTE COLLECTED BY TRANSFER STATIONS

TRANSFER STATION	CEW WEIGHT (CRT + FLATSCREENS INCLUDED)	UWED WEIGHT	TOTAL WEIGHT
Annapolis Transfer Station	14,083	15,943	30,026
Central Disposal Site	304,063	355,726	659,789
Guerneville Transfer Station	44,751	49,712	94,463
Healdsburg Transfer Station	102,769	97,066	199,835
Sonoma Transfer Station	94,047	100,398	194,445
TOTAL	559,713	618,845	1,178,558

**CEW = COVERED ELECTRONIC DEVICES  
(ANYTHING WITH A SCREEN LARGER THAN  
4 INCHES)**

**UWED = UNIVERSAL WASTE ELECTRONIC  
DEVICES (ALL OTHER E-WASTE)**

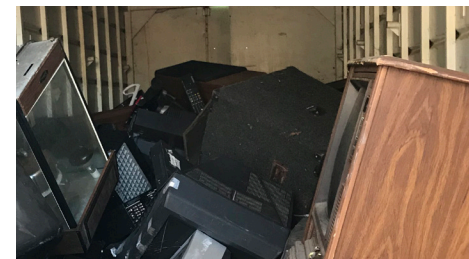


### ACCEPTABLE ELECTRONIC DEVICES

- Answering machines
- Calculators
- CD players
- Cell phones
- CPAP/Bi-PAP machines
- Copiers
- CRT monitors
- CRT televisions
- Desktop computers
- Digital cameras
- DVD players
- Electronic cables
- Fax machines
- Hard drives
- Keyboards/mice
- Laptop computers
- LCD monitors
- LCD television
- LED monitors
- LED televisions
- Microwaves
- Modems/routers
- Network equipment
- Plasma monitors
- Plasma televisions
- Portable DVD players
- Power cords/adapters
- Printers
- Radios
- Rear projection and DLP TVs
- Remote controls
- Robotic vacuums
- Scanners
- Servers
- Stereos
- Tablets
- Telecom equipment
- Telephones
- VCRs
- Video games consoles
- Zip drives

### UNACCEPTABLE ITEMS

- **Appliances** such as air purifiers, refrigerators, freezers, washers, dryers, stoves, ovens, water heaters, air conditioners
- **Ballasts/capacitors**
- **Batteries** other than those in electronic devices
- **Battery powered consumer products** such as power tools, toys, toothbrushes, cordless power tools
- **Contaminated electronic waste** such as medical equipment
- **Exercise/sporting equipment** (an incorporated tv screen should be recycled as e-waste)
- **Fans**
- **Gas cylinders** (propane, etc)
- **Gas powered lawn equipment**
- **Household hazardous waste** (pesticides, aerosols, cleaners)
- **Lamps and light bulbs**
- **Medical equipment** (can be accepted on a case-by-case basis)
- **Mercury containing** (thermostats, switches)
- **Miscellaneous household goods** such as Swiffers™, clocks, waffle irons, irons, sanders, staplers, lamps
- **Non-electronic items** such as CDs, VHS Tapes, DVDs, memory sticks and floppy discs
- **Radioactive devices** (including smoke detectors and exit lights)
- **Satellite dishes**
- **Small kitchen appliances**
- **Solar panels**
- **Vacuum cleaners, shop vacs**
- **Vehicle air bags**
- **Wood**, including wood-encased stereo speakers



### RESULTS HIGHLIGHTS

559,713 pounds of covered e-waste was collected at all County Refuse Disposal Sites.

619,845 pounds of non-covered e-waste/ universal waste electronic devices (UWED) was collected at all County Refuse Disposal Sites.

## HHW COST CENTER

**JUSTIFICATION:** MANDATED – JPA Comply with regulations, contract administration/ oversight (Section 5.3 of the ColWMP)

**WHO WORKS:** Staff and Contractor (Cylinder Bottle Liquidators)

**FUNDING:** Household Hazardous Waste Cost Center

**DURATION:** Ongoing

**DESCRIPTION:** Manage contract for collection of hazardous waste from residents and CESQG (businesses) at the Household Hazardous Waste Facility (HHWF), HHW Collection Events, and HHW Rover Pickup Service. Provide education resources for the program as needed and coordinate with local organizations.

The ZWS education program supports advertising for residential and business opportunities for household hazardous waste collection.

## SINGLE-USE PROPANE CYLINDER COLLECTION

REPORTING PERIOD JULY 1, 2021 TO JUNE 30, 2022

### RETAIL PROPANE EXCHANGE LOCATIONS

JURISDICTION	RETAIL PROPANE EXCHANGE LOCATIONS
Petaluma	DeCarli's Propane
Rohnert Park	The Rental Place
Santa Rosa	REI Sports Basement U-Haul Blue Star Gas Guerneville Fulton Ace Hardware
Windsor	Oliver's Market



### PARKS COLLECTION BINS

JURISDICTION	# OF DISPOSABLE 1-POUND PROPANE CYLINDERS COLLECTED
Santa Rosa	Spring Lake Regional Park
Unincorporated	Doran Regional Park Westside Regional Park Stillwater Cove Regional Park
<b>TOTAL</b>	<b>5,700</b>